



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/26 thru 10/02.

(prices in dollars per carton)

Fri. Sep 26, 2008

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		30.3% of 18,000 stores				27.2% of 18,000 stores				37.2% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	40	1.50	1,440	1.23			940	1.24			990	1.31
	White 18 pack			640	2.91			180	2.93			90	2.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.56	1,250	1.11			990	1.34	30	1.49	800	1.05
	White 18 pack			230	2.43			240	1.90			140	2.88
	Brown 12 pack												
	ORGANIC	USDA ORGANIC											
White 12 pack													
Brown 12 pack		60	5.19	550	3.96	60	5.19	1,260	3.93	210	4.00	910	3.43
OMEGA-3													
White 12 pack		210	2.76	840	2.44	40	2.74	1,000	2.32	100	1.98	1,350	2.52
Brown 12 pack				210	3.50							170	2.50
CAGE-FREE													
White 12 pack							80	2.50			20	2.00	
Brown 12 pack			2,040	2.97			780	2.28	730	2.59	1,740	2.70	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,670	2,350	2,050	Large Eggs on Sep-22-2008 427.6 up 6%
Specialty	3,910	3,220	5,230	
Total (includes MD)	7,650	5,740	7,560	
Special Rate 4/:	2.7%	0.8%	9.2%	

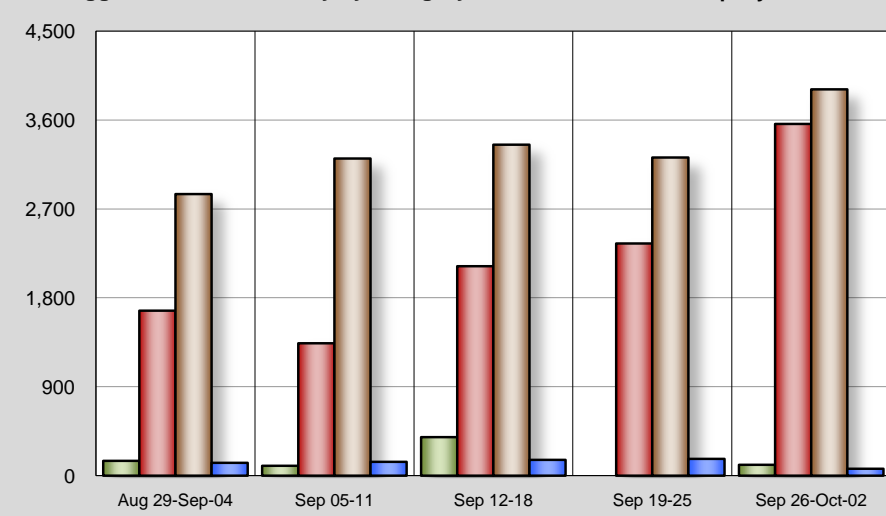
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

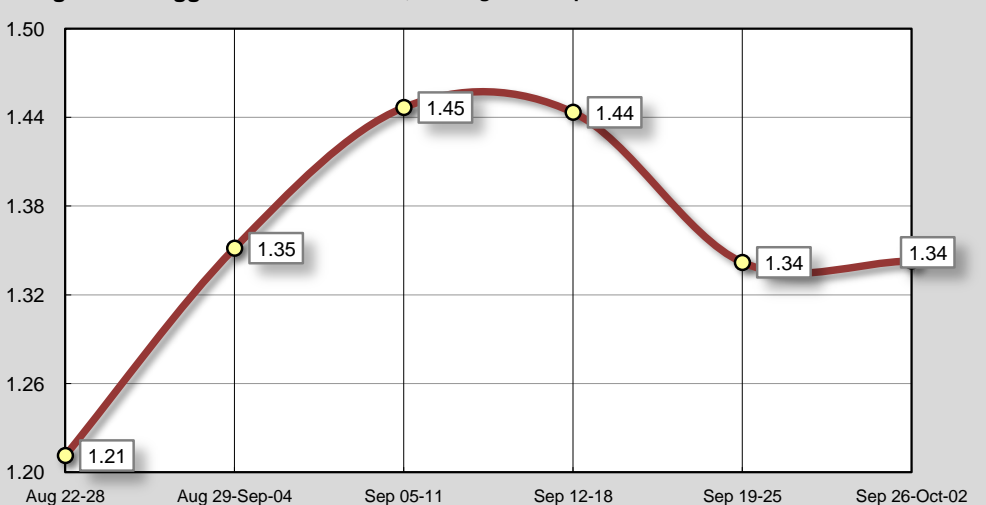
Regular shell egg promotional activity is sharply higher than last week and last year. The average prices of Large white eggs, Grade A or better is unchanged from a week ago. "No price" and "buy 1, get 1 free" promotions increased slightly. Large white Grade A and Grade AA 18 pack eggs are showing up more this week. Specialty eggs promotions are higher than the previous week, but fall short of data collected a year ago. Cage free brown eggs are being activity featured in most regions, followed closely by Omega-3 white eggs. In the egg products sector, liquid egg ads are higher than last week, but less than the previous year. 14-16 oz carton are heavily promoted this cycle.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.3% of 3,900 sampled outlets Activity Index = 2,020 (includes Medium)						5.6% of 4,900 sampled outlets Activity Index = 330 (includes Medium)						43.0% of 3,000 sampled outlets Activity Index = 1,660 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.59 - 1.69	20	1.63										0.98	10	0.98
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.69	30	1.69	0.98 - 1.50	280	1.27				0.94 - 1.28	150	1.04	1.29 - 1.49	40	1.46	0.97 - 1.49	780	1.08
	White 18 pack				3.00	130	3.00										1.68	100	1.68
	Brown 12 pack																		
MEDIUM		White 12 pack			1.12	10	1.12	White 12 pack			0.98 - 1.50	20	1.24	White 12 pack			0.88 - 1.00	20	0.93
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	5.19	60	5.19	3.49 - 4.99	460	4.05										3.58	10	3.58
	OMEGA-3																		
	White 12 pack	2.79 - 2.99	190	2.87	1.67 - 2.99	560	2.51	2.00	10	2.00	2.00 - 2.29	90	2.24				1.99 - 2.29	30	2.12
	Brown 12 pack																3.50	210	3.50
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	280	2.79				2.00 - 2.99	60	2.76				2.69 - 3.50	460	3.13
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		21.3% of 3,000 sampled outlets Activity Index = 910 (includes Medium)						51.1% of 2,300 sampled outlets Activity Index = 1,820 (includes Medium)						69.8% of 900 sampled outlets Activity Index = 910 (includes Medium)					
USDA GRADE AA	White 12 pack	1.50	30	1.50	0.98	360	0.98	1.50	10	1.50	1.28 - 1.79	590	1.31				0.98 - 1.50	460	1.32
	White 18 pack				2.29	10	2.29				2.00 - 3.50	580	2.99				2.00 - 2.29	50	2.13
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	40	0.99												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			1.00	20	1.00	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																3.49	80	3.49
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.48	10	1.48	1.48 - 2.19	80	1.76				3.00	80	3.00						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.99	360	2.99				2.99	560	2.99				1.50 - 2.99	320	2.87

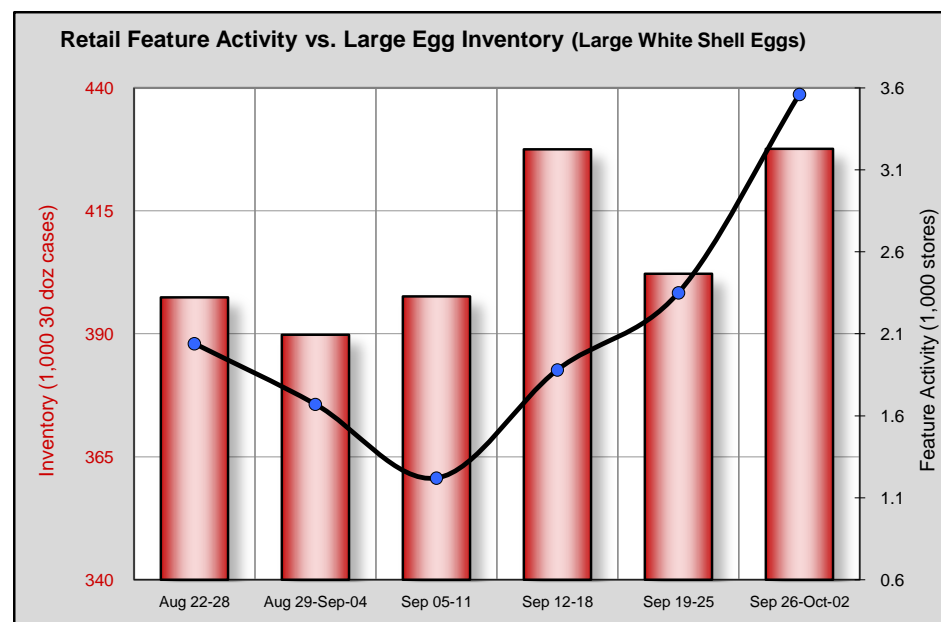
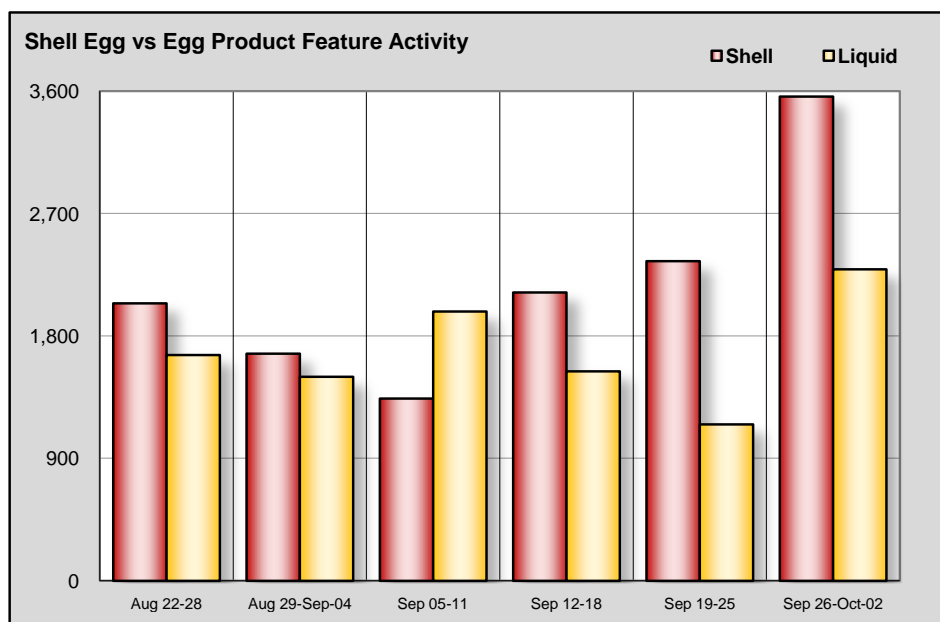
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	13.2%	4.4%	24.7%	12.6% of 3,900 sampled		19.3% of 4,900 sampled		12.5% of 3,000 sampled		9.3% of 3,000 sampled		11.7% of 2,300 sampled		2.9% of 900 sampled	
2/ Activity Index	2,290	1,150	3,690	Activity Index = 350		Activity Index = 950		Activity Index = 370		Activity Index = 330		Activity Index = 270		Activity Index = 20	
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,950 2.30	520 2.37	2,810 2.88	2.00 - 2.50	200 2.39	2.00	950 2.00	2.38 - 3.00	370 2.65	2.38 - 3.00	140 2.83	2.00 - 2.99	270 2.48	2.50	20 2.50
32 oz. crtn	290 4.99	350 4.53	740 3.87	4.99	100 4.99					4.99	190 4.99				
3 - 4 oz. cup	50 2.00	280 2.26	140 2.00	1.99 - 2.00	50 2.00										
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.